



KSHB-TV

ORDER

Print Date 08/28/12 Page 1 of 2

| | | | | | | | |
|--|------------------------------|----------|--|-------------------------|-----------|-----|-----|
| <u>Contract / Revision</u> | 309379 | / | PAC 8/28-9/7 | <u>Alt Order #</u> | | | |
| <u>Original Date / Revision</u> | 08/27/12 | 08/28/12 | <u>Agency Com</u> 15% <u>Billing Contact</u> | <u>Billing Type</u> | Cash | | |
| <u>Advertiser</u> | PAC Susan B Anthony | | 238 East Davis Boulevard - Suite #: Tampa, FL 33606 | <u>Order Type</u> | GENERAL | | |
| | | | | <u>Billing Cycle</u> | EOM/EOC | | |
| | | | | <u>Billing Calendar</u> | BROADCAST | | |
| <u>Agency</u> | MediaSource Worldwide | | | <u>Demographic</u> | A25-54 | | |
| <u>Buying Contact</u> | | | <u>Sales Office</u> KSHBN | <u>Rev Codes</u> | POL | POL | ISS |
| 238 East Davis Boulevard - Suite #: Tampa, FL 33606 | | | <u>Sales Region</u> NAT | <u>Product Codes</u> | PL | | |
| | | | <u>Agency Ref</u> | <u>Priority</u> | P-2 | | |
| | | | | <u>Advertiser Ref</u> | | | |

Primary Account Executive

Mike Wang

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Mike Wang | 100% | | |

| Order Share % | Market Value | |
|-------------------|--------------|--------|
| Competing Station | % of Order | Amount |
| CABLE | % | |
| KCPT | % | |
| KCTV | % | |
| KCWE | % | |
| KMBC | % | |
| KMCI | % | |
| KPXE | % | |
| KSMO | % | |
| UNKWN | % | |
| WDAF | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 18 | \$21,590.00 | \$25,400.00 | 0.00 | 08/27/12 | 09/04/12 | 18 | \$21,590.00 | \$25,400.00 |
| Totals | 18 | \$21,590.00 | \$25,400.00 | 0.00 | | | | | |

Billing Plan



KSHB-TV

Print Date: 08/28/12

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Contract / Revision 309379 Flight Dates 08/29/12-09/04/12Hiatus DatesOriginal Date / Revision 08/27/12/ 08/28/12Order Sep 00:20:00Advertiser PAC Susan B Anthony Product PAC 8/28-9/7Estimate #

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | <u>Totals</u> | | |
|-----------------------|------|-------------------|-----------------|-----------------------|-------|-------------------|------------|------|-------|-------------|-----|---------------|------|---------------|-------------|--|
| | | | | | | | | | | | | | | Spots | Amount | |
| N 3 | KSHB | 08/29/12 | 09/04/12 | NBC Action News at 6p | CM | 6-630p | MTWTF-- | 1:00 | 3 | \$1,600.00 | P-1 | 0.00 | NM | 4 | \$6,400.00 | |
| NBC Action News at 6p | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 09/03/12 | 09/09/12 | MT----- | | 1 | \$1,600.00 | | | 0.00 | | | | | | |
| N 4 | KSHB | 08/29/12 | 09/04/12 | Sa Late News | CM | 10-1030p | -----S- | 1:00 | 1 | \$1,400.00 | P-2 | 0.00 | NM | 1 | \$1,400.00 | |
| Late News Sa | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/27/12 | 09/02/12 | -----S- | | 1 | \$1,400.00 | | | 0.00 | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | ----- | | 0 | \$1,400.00 | | | 0.00 | | | | | | |
| N 5 | KSHB | 08/29/12 | 09/04/12 | M-F Late News | CM | 10-1035p | MTWTF-- | 1:00 | 3 | \$2,000.00 | P-2 | 0.00 | NM | 4 | \$8,000.00 | |
| M-F Late News | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/27/12 | 09/02/12 | --WTF-- | | 3 | \$2,000.00 | | | 0.00 | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | MT----- | | 1 | \$2,000.00 | | | 0.00 | | | | | | |
| N 6 | KSHB | 08/29/12 | 09/04/12 | Today Show | CM | 7-9a | MTWTF-- | 1:00 | 3 | \$1,050.00 | P-2 | 0.00 | NM | 4 | \$4,200.00 | |
| Today Show | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| | | Week: 08/27/12 | 09/02/12 | --WTF-- | | 3 | \$1,050.00 | | | 0.00 | | | | | | |
| | | Week: 09/03/12 | 09/09/12 | MT----- | | 1 | \$1,050.00 | | | 0.00 | | | | | | |
| Totals | | | | | | | | | | | | | | 18 | \$25,400.00 | |